

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 01157 240632Z
ACTION COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 /021 W
-----114878 241007Z /15
R 240615Z JAN 78
FM AMEMBASSY TOKYO
TO SECSTATE WASHDC 4591

UNCLAS TOKYO 1157

E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT: COUNTRY COMMERCIAL PROGRAM (CCP) FISCAL YEAR 1978 FIRST
QUARTER REPORT

REF: (A) FISCAL YEAR 1978 CCP, VII(3), (B) STATE 014866,
(C) TOKYO 19406

1. SUMMARY: PRIMARY ACTIVITY DURING QUARTER CONCENTRATED
ON MARKET ACCESS PROBLEM SOLVING. MAJOR SHORT FALL WAS NOT
INITIATING CONSUMER GOODS RESEARCH PROJECT. END SUMMARY.

2. MAJOR THRUST OF FIRST QUARTER FISCAL YEAR 1978 CCP
ACTIVITY WAS CONCENTRATED ON (A) ORGANIZING AND IMPLEMENT-
ING WORK OF JOINT U.S.-JAPAN TRADE FACILITATION COMMITTEE
(TFC) AND RELATED TRADE STUDY GRUP; (B) CONSIDERABLE
EFFORT LEADING TOWARD ACCOMPLISHMENT OF OVERVIEW OBJECTIVE
THREE, JAPAN'S MEANINGFUL PARTICIPATION IN MTN; (C)
EXPLORING THE ESTABLISHMENT OF A U.S. CONSUMER GOODS
CATALOG REFERENCE FACILITY; AND (D) USTC REHABILITATION
EQUIPMENT SHOW AND CONCURRENT COMPUTER SOFTWARE TRADE
MISSION.

3. ONLY MAJOR SIGNIFICANT PROGRAM DEVIATION WAS
FAILURE TO INITIATE MAJOR CONTRACTOR RESEARCHON
CONSUMER GODS MARKETING, CAMPAIGN ONE, ACTION EIGHT
(REF C). EMBASSY HOPES USDOC WILL APPROVE THIS URGENT
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PAGE 02 TOKYO 01157 240632Z

AND IMPORTANT PROJECT SOON, BEFORE PASSAGE OF TIME
DISSIPATES OPPORTUNITIES AVAILABLE NOW AND OVER NEXT
SEVERAL MONTHS STEMMING FROM GOJ DEMAND STIMULATION
AND TRADE SURPLUS REDUCTION EFFORTS.

4. THERE WERE SOME MINOR CAMPAIGN SHORTFALLS BY
DECEMBER 31 SUCH AS SOME KEY PROSPECT CALLS NOT MADE,

THE LASER MULTICOMPANY BSP NOT HELD, AND BIOMEDICAL
INDUSTRY ARTICLES NOT DISTRIBUTED TO MEDIA. THESE
DEFICIENCIES SHOULD BE REMEDIED IN SECOND AND THIRD
QUARTERS AS THE TWO VACANT E/C OFFICER POSITIONS ARE
FILLED AND FLS WHO WERE ON TRAINING IN U.S. DURING
FIRST QUARTER CAN DEVOTE FULL TIME TO THEIR REGULAR
DUTIES.
MANSFIELD

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NNN

Message Attributes

Automatic Decaptioning: X
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Draft Date: 24 jan 1978
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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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